

KGMZ-FM/HD-1

KUFX HD-1

Issues/Programs Report

January – March 2015

ISSUES/PROGRAMS REPORT

Q1 2015

The following report details public affairs programming aired during the period January – March 2015.

For this period, issues ascertained to be of significant importance to the San Francisco/Bay Area included:

HEALTH

ECONOMY

CHILDREN's ISSUES/PARENTING

EDUCATION

ENVIRONMENT

A summary of programs aired addressing these issues and full show descriptions follow.

Also, public service campaigns and community initiatives aired/conducted during the quarter are also detailed.

KGMZ-FM/HD-1/KUFX HD-1 PUBLIC AFFAIRS PROGRAM SCHEDULE

Q1 2015

SUNDAYS

<u>Time</u>	<u>Program</u>	<u>Type</u>	<u>Length</u>
5:00 AM	Info Trak	I	30 min
5:30 AM	Today's World	I	15 min
5:45 AM	Listen Up Bay Area	I	15 min
6:00 AM	Commonwealth Club	I	1 hour

Program Type Description: I = Interview Format, S = Speech w/ question & answer, E = Educational, O = Other

KGMZ-FM PSA'S/COMMUNITY INITIATIVES
Q1 2015

Local PSA Spot Summary

- **Ad Council: Child Passenger**
 - 1x :60 spot
- **Ad Council: Energy Efficiency**
 - 2x :60 spot
 - 1x :30 spot
- **Ad Council: Muttville Dog Rescue**
 - 1x :60 spot
- **Ad Council: Autism Awareness**
 - 1x :60 spot
 - 2x :30 spot
- **Ad Council: Community Engagement**
 - 1x :60 spot
 - 2x :30 spot
- **Ad Council: Emergency Preparedness**
 - 1x :60 spot
- **Ad Council: Firearm Safety**
 - 2x :60 spot
- **Ad Council: Foster Care/Adoption**
 - 2x :30 spot
- **Ad Council: Fatherhood Involvement**
 - 1x :60 spot
 - 2x :30 spot

Total Local Spot Count: 19

KGMZ FM/HD-1/KUFX HD-1 Q1 2015 ISSUES + PROGRAMS REPORT SUMMARIES

HEALTH

DATE	TOPIC	DURATION	PROGRAM
1/11/2015	Psychiatrist Edward Hallowell who specializes in ADD and ADHD discussed the underlying reasons why people lose their ability to focus at work.	7 min	Info Trak
1/11/2015	Registered Dietitian Jill Weisenberger offered practical steps to plan, cook and eat better for a healthier lifestyle.	7 min	Info Trak
1/18/2015	Employment expert Tony Lee explained the factors that his organization used to measure the stress in various jobs.	7 min	Info Trak
1/18/2015	Extreme sports record holder Sean Burch shared the story of how he became the first solo climber of Mount Everest and discussed the importance of diet and fitness.	5 min	Info Trak
1/18/2015	"linkAges Time Bank" with Dr. Paul Tang from the Druker Center for Health Systems Innovation. The linkAges Time Bank is a new way for people to volunteer their time. Dr. Paul Tang from the Druker Center for Health Systems Innovation talks about they are utilizing the time bank to rebuild communities and reduce social isolation.	15 min	Today's World
1/25/2015	"American Heart Association: Go Red for Women" with Sue Cho, Volunteer & Spokesperson for AHA Greater Bay Area. February is a big month for the American Heart Association Bay Area. AHA Volunteer & Spokesperson Sue Cho talks about "Go Red for Women," The "Strut, Stride & Stroll" event in San Francisco's Financial District and also shares her personal story and what people can do to reduce their risk of heart disease and stroke.	15 min	Today's World
2/1/2015	"Warrior Canine Connection" with Laurie Higuera of Warrior Canine Connection. Warrior Canine Connection has only been around since 2011, but has been making a difference for our wounded warriors. Laurie Higuera talks about the power of using therapy dogs to help veterans recover from the emotional wounds of combat. Laurie is a puppy parent and talks about her experience with Luke, who she is raising as a Warrior Canine Companion.	15 min	Today's World
2/1/2015	"RotaCare Bay Area" Featuring, John Thomas. The goal of RotaCare is to serve the poor who don't	15 min	Listen Up Bay Area

	have access to health care.		
2/8/15	PhD David Rabiner discussed the rise of “study drugs”-- prescription medications used illegally by college students improve their academic performance	8 min	Info Trak
2/8/2015	“Eating Disorders” with Dr. Christine Pappas, Clinical Program Manager of Eating Recover Center of California’s Bay Area Outpatient Eating Disorder Program. Eating disorders are not just for teenage girls. Dr. Christine Pappas, Clinical Program Manager of Eating Recovery Center of California’s Bay Area Outpatient Eating Disorder Program joins us to talk about the contributing factors, warning signs, and how to get help for someone struggling with an eating disorder. We also discuss food obsessions and the latest eating disorder “orthorexia”.	15 min	Today’s World
2/8/2015	“Dogs for Diabetics” Featuring, Mark Ruefenacht. A discussion of how dogs help people with diabetes.	15 min	Listen Up Bay Area
2/15/2015	Author Michael Moss talked about the use of salt, sugar and fat increases sales of processed foods, reduces manufacturing costs, and enables these foods to sit in warehouses or on the grocery shelf for months.	8 min	Info Trak
2/22/2015	PhD Mark Underwood explained the relationship of early memory problems to advanced forms of dementia as people enter their 70s and 80s.	8 min	Info Trak
2/22/2015	“Lyme Disease” with Mara Williams, Author, Nurse Practitioner and Lyme Disease patient advocate & Ali Mitrovitch, 17-year-old Bay Area resident with Lyme Disease. Most of us know Lyme Disease is associated with ticks, but we may not know much more. Acute infections of less than a year are relatively easy to treat. The ‘bull’s eye rash’ characteristic of Lyme is only present in about 35-65% of those infected. Chronic Lyme is often missed. Author, Nurse and leading Lyme Disease patient advocate Mara Williams talks about the disease and efforts to create a treatment facility specifically for patients in the Bay Area. 17-year-old Ali Mitrovitch also joins us to discuss her long 3-	15 min	Today’s World

	year journey with the illness.		
3/1/2015	PhD Brian Wansink discussed his research at Cornell, which examines how and why we make choices about the food we eat.	8 min	Info Trak
3/8/2015	"National Nutrition Month" Featuring, Kim Kulp. Kim joins Jack to speak about National Nutrition Month. She is a Registered Clinical Dietitian and has wealth of knowledge on this subject.	15 min	Listen Up Bay Area
3/15/2015	Health expert Raymond Francis shared his personal story of facing a life-threatening condition at age 48, and how he overcame it. He believes that nearly every disease or illness can be prevented or reversed	7 min	Info Trak
3/22/2015	PhD John P. Thyfault conducted a study that found that statins may also counteract the benefits of exercise, the other tried-and-true way to boost cardiac health. He explained why doctors usually prescribe drugs, rather than recommending exercise or dietary change.	5 min	Info Trak
3/22/2015	Dr. Peter Sacco discussed the biggest misconceptions about addictions and bad habits. He said pornography and gambling are the least recognized addictions among Americans today.	8 min	Info Trak
3/29/2015	Dr. Bill Thornton discussed his study that found that the mere presence of a smart phone, even if it is turned off, can make it difficult to perform complex tasks.	7 min	Info Trak
3/29/2015	Sharon Fowler Adjunct Assistant Professor, University of Texas Health Science Center discussed her study that found that diet soda consumption leads to expanding waistlines.	9 min	Info Trak
3/29/2015	"Health & Fitness for Moms" with "Fit Mom" Maria Kang. Bay Area Native Maria Kang is on a mission to help busy Moms claim time for their health and fitness. She's the author of "The No More Excuses Diet" book and shares strategies busy moms can include in their day, including utilizing the "Power of Three's" to make positive life changes.	15 min	Today's World

ECONOMNY

DATE	TOPIC	DURATION	PROGRAM
1/4/2015	Financial journalist Jeff Reeves outlined the most common mistakes investors make when handling their 401(k) investments.	8 min	Info Trak
1/4/2015	Art Hero's Art Heroes is a creative collective that provides free high quality design work to non-profits.	15 min	Listen Up Bay Area
1/11/2015	"Habitat for Humanity: Greater San Francisco" with Philip Kilbridge, CEO. 2015 is a milestone year for Habitat for Humanity Greater San Francisco as they celebrate their 25 th Anniversary. CEO Philip Kilbridge shares details of current projects underway, the organization's mission and how they are coping with the Bay Area's rapid rise in housing costs.	15 min	Today's World
1/25/2015	Andrew D. Eschtruth , Associate Director for External Relations at the Center for Retirement Research at Boston College discussed how Americans are not saving enough for retirement and most won't have enough to maintain their lifestyle, or retire when they want.	10 min	Info Trak
2/1/2015	Chadwick Wasilenkoff, founder and CEO of Fortress Paper discussed the measures that governments take to prevent counterfeiting of currencies.	8 min	Info Trak
2/8/2015	<p>Steve Forbes, Chairman and Editor-in-Chief, Forbes Media; Former Republican Presidential Candidate</p> <p>Alan Auerbach, Professor of Economics and Law and Center for Tax Policy and Public Finance Director, University of California, Berkeley; Former Deputy Chief of Staff, U.S. Joint Committee</p> <p>With the midterm elections over and with more domestic gridlock and external dangers such as terrorism and Ebola looming large, will the economy continue to improve? Don't miss this lively discussion with two top economic analysts from different sides of the aisle who will forecast where the U.S. and global economies are headed in 2015, as well as what should be done to keep them on track.</p>	1 hour	Common Wealth Club

2/15/2015	Tim Lohrentz, Program Manager of the Insight Center for Community Economic Development recently conducted a study of payday loans and their net impact on the US economy.	5 min	Info Trak
2/15/2015	<p>Steven Brill, Journalist; Author, America's Bitter Pill: Money, Politics, Back-Room Deals, and the Fight to Fix Our Broken Healthcare System; Twitter@StevenBrill</p> <p>Brill was the author of Time's March 4, 2013 special report, "Bitter Pill: Why Medical Bills Are Killing Us," for which he won the 2014 National Magazine Award for Public Service. His new book is the fly-on-the-wall story of the fight to pass and implement the Affordable Care Act, or Obamacare. He goes in-depth to explore what he sees as the profiteering of the healthcare industry, America's largest industry — larger than the entire economy of France.</p>	1 hour	Common Wealth Club
2/15/2015	"Chinese New Year Festival & Parade" with Peggy Kennedy, Marketing Director for the Southwest Airlines Chinese New Year Festival and Parade & Andy Chu, Associate Executive Director of the Chinatown YMCA. San Francisco's Chinese New Year Festival and Parade is the largest celebration of its kind in the world, attracting over three million spectators and television viewers around the world. Peggy Kennedy and Andy Chu discuss this year's parade, festival celebration and the importance of the festival to Chinatown and the Bay Area.	15 min	Today's World
3/1/2015	Catherine Collinson, President of the Transamerica Center for Retirement Studies talked about the option of "phased retirement," in which an employee begins to gradually put in shorter work weeks.	8 min	Info Trak
3/1/2015	<p>Charles Blow, Visual Op-Ed Columnist, The New York Times; Author, Fire Shut Up in My Bones; Twitter @CharlesMBlow</p> <p>Ian F. Haney-López, Professor, UC Berkeley Boalt School of Law; Author, Dog Whistle Politics: How Coded Racial Appeals Have Reinvented Racism and Wrecked the Middle Class - Moderator</p> <p>Charles Blow's columns deal head-on with the searing issues of social justice, race relations and the pitfalls of politics. As the only African-American</p>	1 hour	Common Wealth Club

	columnist on the New York Times Opinion Pages, he writes pieces about American culture that provide powerful insight to the daily headlines. Blow will talk about those issues and his new memoir, Fire Shut Up in My Bones, which details the compelling poetry of the small Louisiana town where he grew up – a place where slavery's legacy feels astonishingly close.		
3/8/2015	Motivational speaker Tony Robbins picked the brains of more than 50 of the world's most successful investors and money managers, and found dramatically different philosophies. He discussed lessons that anyone can use to improve their personal finances	8 min	Info Trak
3/8/2015	Andrew Sperling discussed the cost of mental health treatment, and the options available to make treatment more affordable. He explained how the Affordable Care Act has affected mental health and substance abuse services	8 min	Info Trak
3/8/2015	MD Richard Lichenstein discussed how wearing earphones while walking, biking or driving can be much riskier than most people think.	4 min	Info Trak
3/8/2015	Julián Castro, Secretary, U.S. Department of Housing and Urban Development (HUD) Buildings are the big kahuna when it comes to fighting climate change. Forty percent of carbon emissions in the United States comes from buildings and the electricity that goes into them. Energy and water-wise buildings are now trendy in many downtown office towers, driven mainly by market forces.	1 hour	Common Wealth Club
3/1/2015	"Pets In Need" Featuring, Al Mollica. Pets In Need is Northern California's first no-kill animal shelter. Their mission is to rescue dogs and cats throughout the Bay Area and find them homes.	15 min	Listen Up Bay Area
3/15/2015	City Planner and Architectural Designer Jeff Speck discussed how downtown areas and local economies can be dramatically improved by becoming pedestrian-friendly	9 min	Info Trak
3/15/2015	Rajendra Pachauri, Ph.D., Chair, Intergovernmental Panel on Climate Change Lisa Jackson, Vice President, Environmental	1 hour	Common Wealth Club

	<p>Initiatives, Apple; Former Administrator, EPA</p> <p>Can Apple help make clean energy cool? As a beloved brand and the most valuable company on the planet, it is uniquely positioned to influence global culture and individual behavior. What are Apple and its Silicon Valley brethren doing to drive toward a clean and sustainable economy?</p>		
3/29/2015	<p>Youth and women members of parliament from around the world will discuss how they are harnessing opportunities presented by social media and mobile technologies to strengthen engagement between citizens and their elected representatives. How are women and young politicians using technology to promote deliberation and compromise and more inclusive political leadership, rather than political polarization? What opportunities and challenges does the rapid pace of technological change pose for democratic governance in different countries around the world? The panel discussion is part of an exchange program supported by the U.S. State Department and the U.S. Agency for Development on Leadership in the Digital Economy. The program brings bring together members of parliaments – mostly women and young MPs – from around the world to Washington D.C. and the Bay Area.</p>	1 hour	Common Wealth Club

CHILDRENS ISSUES

DATE	TOPIC	DURATION	PROGRAM
1/4/2015	Retired teacher Gabby Chapman offered advice for parents who want to encourage a love of reading in their children.	8 min	Info Trak
1/18/2015	<p>“Support For Families of Children with Disabilities”</p> <p>Featuring Juno Duenas Juno joins the show to talk about her work making sure that families with special needs have the support and information they need to make sure their child reaches their potential.</p>	15 min	Listen Up Bay Area
1/25/2015	<p>“City Youth Now” Featuring, Ananda Joy Hart.</p> <p>Ananda speaks about how she has programs and services for youths who are supervised by the</p>	15 min	Listen Up Bay Area

	court system.		
2/1/2015	Megan Moreno, MD and researcher at Seattle Children's Research Institute recently conducted a study that found that teens who smoke cigarettes are 23 times more likely to smoke marijuana, compared to those who don't use tobacco.	5 min	Info Trak
2/8/2015	Michael Thompson, Director of the Council of State Governments Justice Center conducted a study that examined whether juveniles who commit crimes fare better if they are sentenced to community-based supervision or state-run incarceration	8 min	Info Trak
2/15/2015	"One Child" Featuring, Cynthia Dutra-Brice. Their mission is to promote self-esteem in underprivileged children.	15 min	Listen Up Bay Area
3/22/2015	"Youth Issues" with San Francisco Youth Commission. The San Francisco Youth Commission has been in the news regarding an effort to Expand Voting Rights to 16-17 year olds in the City and County of San Francisco. Commission members Michel Li, Joyce Wu, Precious Listana, and Sophie Edelhart discuss the proposal as well as other issues important to young people in San Francisco.	15 min	Today's World
3/29/2015	"SF Child Abuse Prevention" Featuring Executive Director Katie Albright. Katie joins the show to talk about the different kinds of child abuse and how SF Child Abuse Prevention is fighting to prevent it.	15 min	Listen Up Bay Area

EDUCATION

DATE	TOPIC	DURATION	PROGRAM
1/11/2015	PhD Jacquelyn F. Gamino discussed her study that determined that intervention programs can help bring low-income adolescents up to speed with their more affluent peers.	5 min	Info Trak
1/11/2015	"Writer/Coach Connection" Featuring Robert Menzimer Robert speaks about their goals for	15 min	Listen Up Bay Area

	improving students writing and critical thinking.		
1/25/2015	Director of the Behavioral Decision Making Initiative and Professor of Psychology at Ohio State University, Dr. Ellen Peters discussed her study that examined how people perceived their math abilities, then compared it to their actual math skills	6 min	Info Trak
1/25/2015	Featuring Tavis Smiley. Tavis Smiley, TV Host, Public Broadcasting Service; Radio Host, Public Radio International; Author, Death of a King: The Real Story of Dr. Martin Luther King Jr's Final Year Judge LaDoris H. Cordell (ret), Independent Police Auditor, City of San Jose – Moderator. Dr. Martin Luther King Jr. died in one of the most shocking assassinations in U.S. history, but little is remembered about the trials and tribulations he faced in his final year. Award-winning television and radio broadcast host Smiley (and new Dancing with the Stars contestant) chronicles the final 365 days of Dr. King's life. Despite assaults on his character and ideology, Dr. King remained committed to ending racial inequality and segregation in our country. Hear more about his story of leadership and perseverance.	1 hour	Common Wealth Club
3/8/2015	"Elder Wisdom Circle" with Founder Doug Meckelson. Elder Wisdom Circle is one of the most popular sources of free online advice in the country. Founder and President Doug Meckleson talks about how the site connects generations allowing older people to share their experience and wisdom with younger people who submit their questions anonymously.	15 min	Today's World
3/15/2015	Dr. Tony Wagner said that innovative thinking is today's most essential real-world skill. He believes that for the US to successfully compete in the global economy, America needs to make teaching innovation a top priority in schools, at home and in business	9 min	Info Trak
3/22/2015	"Teen Force" Featuring CEO John Hogan. Teen Force is a social enterprise, focusing on helping disadvantaged teens and young adults gain careers.	15 min	Listen Up Bay Area

ENVIRONMENT

DATE	TOPIC	DURATION	PROGRAM
2/22/2015	Patty Osterberg, Education & Outreach Director of Sustainable Electronics Recycling International discussed the most responsible ways to recycle unused mobile phones and other electronic gadgets.	9 min	Info Trak
2/22/2015	Susan Carpenter, Program Manager of the Insight Center for Community Economic Development spent two years and thousands of dollars transforming her California home into a test case for sustainable living discussed going green.	5 min	Info Trak
2/22/2015	"Main Coon Adoptions" Featuring, Elaine Lyford-Nojima. Elaine speaks about her work rescuing cats from the wild and kill-shelters.	15 min	Listen Up Bay Area

MISCELLANEOUS

DATE	TOPIC	DURATION	PROGRAM
1/4/2015	Author Sarah Brokaw talked about the milestone of turning 40 and how women can navigate the transition into midlife with more enjoyment	5 min	Info Trak
1/11/2015	"An Evening" with Kathleen Turner. Kathleen Turner has garnered critical acclaim for her performances in films like Romancing the Stone, Peggy Sue Got Married and War of the Roses. On Broadway, Turner starred in Cat on a Hot Tin Roof, for which she received a Tony nomination. She now appears at The Berkeley Rep, portraying legendary journalist Molly Ivins in Red Hot Patriot: The Kick-Ass Wit of Molly Ivins. Meet the real Kathleen Turner and hear the stories, causes and lessons that have shaped this iconic performer.	1 hour	Common Wealth Club
1/4/2015	"Asian American Foundation: Imagine Talks" with Francis Kong. Francis Kong of the Asian America Foundation shares the vision for the upcoming "Imagine Talks" event January 17 at UC Berkeley. The event seeks to empower	15 min	Today's World

	women and celebrate society with inspiring talks from community leaders.		
1/18/2015	Former drug dealer and convict Kevin Shird shared his story of spending years as young drug-trafficker on the streets of Baltimore, and his eventual arrest and incarceration.	7 min	Info Trak
1/18/2015	"Answering the Call for Leadership" with Andrew Young. To Andrew Young, the images of young protesters in Ferguson, Missouri, facing off against police officers look awfully familiar. Fifty years ago, as a key confidant and strategist to Dr. Martin Luther King, Jr., Young was on the front lines of the civil rights movement, when people from around the country answered Dr. King's call.	1 hour	Common Wealth Club
1/25/2015	Les Bernal, Executive Director of Stop Predatory Gambling, a national grassroots citizen's movement concerned about predatory gambling talked about the increasingly aggressive ways that governments are marketing new lottery products, and how the targets are typically lower income citizens.	5 min	Info Trak
2/1/2015	Personal safety expert and trainer, Cathy Steinberg, talked about the most common types of violence directed at young women, and offered suggestions of how to avoid dangerous situations.	8 min	Info Trak
2/1/2015	Jared Diamond is a scientist known for drawing from a variety of fields, from anthropology to evolutionary biology. He has published several popular science books, including Pulitzer Prize-winning Guns, Germs and Steel and, most recently, The World Until Yesterday. Diamond's conclusions are critical and provocative, exploring concepts like how humans evolved to be so different from animals, despite sharing over 98 percent of our DNA with chimpanzees, and why Eurasian peoples conquered Native Americans and Africans instead of vice versa. Diamond yet again challenges the way our brains think in The World Until Yesterday as he chronicles tribal peoples and what they	1 hour	Common Wealth Club

	can teach us about the shortcomings of modern society.		
2/8/2015	PhD Doug Goodman discussed his study that found that family-friendly employment policies tend to increase productivity of employees in public organizations.	5 min	Info Trak
2/15/2015	Social networking expert Debra Donston-Miller discussed how social media has essentially become an online resume, and that job hunters who do not use it are at a huge disadvantage	9 min	Info Trak
2/22/15	Cornel West, Ph.D.; Professor, Union Theological Seminary; Author, Black Prophetic Fire In conversation with Van Jones, President and Founder, Dream Corps Unlimited. Praised by The New York Times for his “ferocious moral vision” and hailed by Newsweek as “an elegant prophet with attitude,” Dr. Cornel West bridges the gap between black and white opinion about the country’s problems. As a leading voice in societal commentary, Dr. West marched in civil rights demonstrations, taught at Yale, Harvard, and Princeton and is currently a professor at Union Theological Seminary. He draws from traditions of Christianity, the black church, Marxism, and neopragmatism. Hear his fiery oration on the past, present and future of race and injustice in the United States in conjunction with the release of his latest book, The Radical King. Join us to celebrate January 15 as Dr. Martin Luther King’s 86th birthday.	1 hour	Common Wealth Club
3/1/2015	Author Cami Walker, diagnosed with multiple sclerosis at age thirty-five shared her story of finding small ways to help others, and how it made a dramatic difference in her own health and happiness.	4 min	Info Trak
3/1/2015	“Bay Area Proud” featuring journalist and NBC Bay Area reporter Garvin Thomas. Garvin joined the show to discuss the most recent stories of Bay Area residents who	15 min	Today’s World

	deserved some recognition for their acts of generosity and kindness. We talked about some of the locals who made it on to the newscast's weekly segment and their contributions to society.		
3/15/2015	Darrell W. Gurney, founder of CareerGuy.com talked about the critical importance of networking when searching for a job.	5 min	Info Trak
3/22/2015	<p>The site is said to be the fastest-growing on the internet, with more than 150 million people a month viewing viral hits such as "50 puppies to help you get through work today" and "The 45 Most Powerful Images of 2011."</p> <p>Learn why Jonah Peretti once said of BuzzFeed, "We're all teenage girls a little bit."</p> <p>Don't know what regression analysis is, or the importance of a click-through? Well, you should. Find out from the pros.</p> <p>Answer the age-old question: Can investigative journalism and memes coexist?</p> <p>Hear the secret sauce on the theory of virality and ask yourself, is it evil for media to let human data crunching dictates content strategy?</p>	1 hour	Common Wealth Club
3/15/2015	"CAAMFest" with Festival Director Masashi Niwano and International Recording Artist Suboi. CAAMFest is an 11 day celebration of film, music, food and digital media in the Bay Area. Festival Director Masashi Niwano talks about this year's lineup and featured films. International Recording Artist Suboi also joins us to discuss her first ever US appearance which happens at this year's festival.	15 min	Today's World
3/15/2015	"Loaves and Fishes" Featuring AnnMarie Zimmermann. Loaves and Fishes serve over 19,000 meals a month to the homeless people in the Bay Area. All of the meals are	15 min	Listen Up Bay Area

	hot and nutritious.		
3/29/2015	Professional organizer Regina Leeds talked about the reasons that keeping order in our lives and possessions is so difficult.	5 min	Info Trak
3/29/2015	<p>Bruce Bochy, Manager, San Francisco Giants Larry Baer, President and CEO, San Francisco Giants; Key Strategist, Giants' Baseball and Business Transactions In conversation with Roy Eisenhardt, Former President, Oakland Athletics</p> <p>Larry Baer has stated that hiring three-time World Series champion and two-time National League manager of the year Bruce Bochy was "probably the best move [Giants management] ever made." Here's a chance to celebrate and relive the Giants' amazing 2014 World Series victory. Go behind the scenes and into the dugout with Manager Bochy and Team President Baer to find out who's in, who's out and what strategies will keep the Giants at the peak of their game.</p>	1 hour	Common Wealth Club

Program Summaries

January – March 2015

Info Trak 2015 Q1

Program Synopsis

January – March 2015

Date aired: 1/4/15 Time Aired: 5:00a

Gaby Chapman, retired teacher, former school board president, author of *“Let Them Have Books: A Formula for Universal Reading Proficiency”*

Ms. Chapman offered advice for parents who want to encourage a love of reading in their children. She explained why youngsters who read for fun do better in school than those who do not. She also talked about the importance of allowing kids to choose their own reading material.

Issues covered:

Length: 8:48

Literacy

Education

Jeff Reeves, financial journalist, editor of InvestorPlace.com

Mr. Reeves outlined the most common mistakes investors make when handling their 401(k) investments. He explained how frequently an investor should do some housekeeping with their mutual fund portfolio and how to decide when to rebalance investments that have changed in value.

Issues covered:

Length: 8:19

Retirement Planning

Senior Citizens

Sarah Brokaw, author of "*Fortytude: Making the Next Decades the Best Years of Your Life*"

Age 40 is a harrowing milestone for many women. Ms. Brokaw talked about the reasons behind this, and how women can navigate the transition into midlife with more enjoyment. She said society sends women many conflicting messages about being their own person and yet conforming to traditional expectations.

Issues covered:

Length: 5:03

Women's Issues

Senior Citizens

Date aired: 1/11/15 Time Aired: 5:00a

Edward M. Hallowell, MD, Child and Adult Psychiatrist who specializes in ADD and ADHD, author of "*Driven to Distraction at Work: How to Focus and Be More Productive*"

Many people in the workplace feel increasingly overwhelmed by a mix of nonstop demands and rapidly changing technology. Dr. Hallowell discussed the underlying reasons why people lose their ability to focus at work. He said the most common distraction is caused by electronic screens of all kinds. He offered suggestions on how to sustain a productive mental state at work.

Issues covered:

Length: 7:22

Mental Health

Career

Jill Weisenberger MS, RDN, CDE, Nutrition, Culinary & Diabetes Expert, Registered Dietitian, Certified Diabetes Educator, author of "*The Overworked Person's Guide to Better Nutrition*"

Ms. Weisenberger offered practical steps to plan, cook and eat better for a healthier lifestyle. She explained why meal planning is so important and why an organized kitchen is critical in that process. She explained how to ease a family into a lower-sodium diet.

Issues covered:

Length: 7:44

Nutrition

Personal Health

Jacquelyn F. Gamino, PhD, Research Scientist and Assistant Research Professor at the Center for BrainHealth at the University of Texas at Dallas

Growing up poor can affect a child's behavior and school performance. Dr. Gamino led a study that determined that intervention programs can help bring low-income adolescents up to speed with their more affluent peers. She explained how cognitive intervention could easily be integrated into a normal school setting.

Issues covered:

Length: 4:51

Education

Poverty

Date aired: 1/18/15 Time Aired: 5:00a

Tony Lee, employment expert, publisher of CareerCast.com

CareerCast recently completed a study to determine the 10 most and least stressful careers. Mr. Lee explained the factors that his organization used to measure the stress in various jobs. He also discussed the growth potential of careers on the list and why stressful jobs can still be desirable for some people.

Issues covered:

Length: 7:22

Career

Mental Health

Kevin Shird, former drug dealer and convict, President and Co-Founder of the Mario Do Right Foundation, author of *"Lessons of Redemption"*

Mr. Shird shared his story of spending years as young drug-trafficker on the streets of Baltimore, and his eventual arrest and incarceration. He explained how he turned his life around, now working as a community leader, speaking to students about substance abuse prevention and helping children of addicted parents.

Issues covered:

Length: 7:44

Substance Abuse

Crime

Minority Concerns

Sean Burch, multiple world record holder in extreme sports events, fitness and motivational expert, author of *"Hyperfitness: 12 Weeks to Conquering Your Inner Everest and Getting Into the Best Shape of Your Life"*

Mr. Burch shared the story of how he became the first solo climber of Mount Everest. He talked about the importance of diet and fitness, and offered tips on how the average person can lose weight and get into shape.

Issues covered:

Length: 4:58

Personal Health

Date aired: 1/25/15 Time Aired: 5:00a

Andrew D. Eschtruth, Associate Director for External Relations at the Center for Retirement Research at Boston College, co-author of *"Falling Short: The Coming Retirement Crisis and What to Do About It"*

Americans are not saving enough for retirement and most won't have enough to maintain their lifestyle, or retire when they want. Mr. Eschtruth explained the reasons behind the problem and what the average consumer can do to better prepare for retirement. He also outlined changes needed in the 401k system that could help avert a crisis.

Issues covered:

Length: 10:54

Retirement

Government Policies

Personal Finance

Ellen Peters, PhD, Professor of Psychology and Director of the Behavioral Decision Making Initiative at The Ohio State University”

Dr. Peters led a study that examined how people perceived their math abilities, then compared it to their actual math skills. About one in five people who say they are bad at math in fact score in the top half of those taking an objective test. But a third of people who say they are good at math actually score in the bottom half. She explained why math perceptions matter in everyday life and why it is important for parents to encourage their children's enjoyment of math.

Issues covered:

Length: 6:27

Education

Personal Finance

Les Bernal, Executive Director of Stop Predatory Gambling, a national grassroots citizen's movement concerned about predatory gambling

Americans in dozens of states can now buy lottery tickets in a growing number of ways. Mr. Bernal talked about the increasingly aggressive ways that governments are marketing new lottery products, and how the targets are typically lower income citizens. He believes that governments have created a mindset that discourages saving and personal responsibility and promotes state-sponsored wagering.

Issues covered:

Length: 5:07

Gambling Addiction

Government Policies

Date aired: 2/1/15 Time Aired: 5:00a

Cathy Steinberg, personal safety expert and trainer, author of “*The Fabulous Girl's Guide to Being Fearless: What Every Girl Should Know*”

FBI statistics say that 1 in 4 females in the US will be a victim of violent crime. Ms. Steinberg talked about the most common types of violence directed at young women, and offered suggestions of how to avoid dangerous situations. She explained why it is so important for prospective college students to evaluate campus security before they make a decision on where to go to school.

Issues covered:

Length: 8:18

Sexual Assault

Crime

Women's Issues

Chadwick Wasilenkoff, founder and CEO of Fortress Paper, a specialty paper company that produces secure paper for currencies around the world

Mr. Wasilenkoff discussed the measures that governments take to prevent counterfeiting of currencies. He said that a large percentage of counterfeit US bills are believed to be produced by state-sponsored operations in countries such as North Korea. He explained why recent measures, such as the improved \$100 bill, do slow down counterfeiters temporarily. However, he said criminals eventually adapt to such changes, so it is a never-ending battle. He explained how consumers can try to identify counterfeit bills.

Issues covered:

Length: 8:55

Counterfeiting

Crime

Government Regulations

Megan Moreno, MD, researcher at Seattle Children's Research Institute and Associate Professor of Pediatrics at the University of Washington

Dr. Moreno recently conducted a study that found that teens who smoke cigarettes are 23 times more likely to smoke marijuana, compared to those who don't use tobacco. She talked about the reasons behind this finding. She also explained how the recent legalization of marijuana in several states may affect its use nationwide.

Issues covered:

Length: 5:04

Substance abuse

Government Regulations

Date aired: 2/8/15 Time Aired: 5:00a

David Rabiner, PhD, Senior Research Scientist in the Department of Psychology & Neuroscience at Duke University

The use of "study drugs"-- prescription medications used illegally by college students improve their academic performance--is on the rise. Dr. Rabiner said the drugs of choice are those typically used to treat ADHD. He discussed the question of whether the practice is a form of academic cheating. He added that students who use these medications without a prescription typically have higher rates of drug and alcohol abuse, perform worse academically and are more stressed out about their grades.

Issues covered:

Length: 8:09

Substance Abuse

Education

Michael Thompson, Director of the Council of State Governments Justice Center

Mr. Thompson's organization conducted a study that examined whether juveniles who commit crimes fare better if they are sentenced to community-based supervision or state-run incarceration. The study found that youth who are locked up in state-run facilities are 21 percent more likely to be rearrested than those who remain under supervision closer to home. He said that community supervision programs are also far less expensive for taxpayers than state-secure facilities.

Issues covered:

Length: 8:55

Youth at Risk

Crime

Government Policies

Doug Goodman, PhD, MPA Director, Associate Professor of Public Affairs in the School of Economic, Political, and Policy Sciences at The University of Texas at Dallas

Dr. Goodman co-authored a study that found that family-friendly employment policies tend to increase productivity of employees in public organizations. He said it appears that these policies reduce stress, and increase job satisfaction and employee loyalty.

Issues covered:

Length: 5:01

Workplace Matters

Parenting

Date aired: 2/15/15 Time Aired: 5:00a

Michael Moss, Pulitzer Prize-winning reporter for The New York Times, author of "*Salt Sugar Fat: How the Food Giants Hooked Us*"

Every year, the average American eats thirty-three pounds of cheese, seventy pounds of sugar and double the recommended amount of salt--most of it from processed foods. Mr. Moss said that the use of salt, sugar and fat increases sales of processed foods, reduces manufacturing costs, and enables these foods to sit in warehouses or on the grocery shelf for months. He offered suggestions for consumers on how to read product labels.

Issues covered:

Length: 8:01

Personal Health

Consumer Matters

Debra Donston-Miller, editor and writer for InformationWeek.com, expert in social networking and information technologies

Ms. Donston-Miller said social media has essentially become an online resume, and that job hunters who do not use it are at a huge disadvantage. She discussed the most effective strategies for using social media in job searches and networking with colleagues. She explained which social networks are the most useful and why. She also recommended sharing content on social networks, such as reports or videos, to demonstrate expertise and abilities.

Issues covered:

Length: 8:59

Employment

Workplace Matters

Tim Lohrentz, Program Manager of the Insight Center for Community Economic Development, a non-profit organization that focuses on policies to build economic health in lower income communities

Mr. Lohrentz recently conducted a study of payday loans and their net impact on the US economy. He found that the burden of repaying the high-interest loans results in \$774 million in lost consumer spending and 14,000 job losses annually. He outlined the alternatives to payday loans that are available to low-income borrowers.

Issues covered:

Length: 5:10

Payday Loans

Poverty

Government Regulations

Date aired: 2/22/15 Time Aired: 5:00a

Mark Underwood, PhD, neuroscience researcher, expert on brain aging and cognitive function, President and co-founder of Wisconsin-based biotech company Quincy Bioscience

Dr. Underwood said most people start to experience mild memory loss by age 40. He explained the relationship of early memory problems to advanced forms of dementia as people enter their 70s and 80s. He outlined basic steps to take to keep the brain active, which may prevent or slow cognitive decline as a person ages.

Issues covered:

Length: 8:01

Personal Health

Senior Citizens

Patty Osterberg, Education & Outreach Director of Sustainable Electronics Recycling International, an organization that sets standards for responsible electronics recycling

Ms. Osterberg discussed the most responsible ways to recycle unused mobile phones and other electronic gadgets. Her organization certifies recyclers with the R2 standard, which verifies that recycling companies perform their services in a responsible and ethical manner. She talked about the environmental impact of throwing a phone in the trash.

Issues covered:

Length: 8:59

Recycling

Environment

Consumer Matters

Susan Carpenter, Program Manager of the Insight Center for Community Economic Development, a non-profit organization that focuses on policies to build economic health in lower income communities

Ms. Carpenter spent two years and thousands of dollars transforming her California home into a test case for sustainable living. She talked about some of the most cost-efficient ways to go “green,” along with some of the less successful projects. She outlined the easiest ways the average person can improve their environmental footprint.

Issues covered:

Length: 4:55

Environment

Consumer Matters

Date aired: 3/1/15 Time Aired: 5:00a

Catherine Collinson, President of the Transamerica Center for Retirement Studies, a non-profit private foundation

Ms. Collinson talked about the option of “phased retirement,” in which an employee begins to gradually put in shorter work weeks. She said the strategy permits workers to test out retirement to see if they enjoy it and can afford it, and allows them to avoid tapping into Social Security or savings until truly necessary. She said many employers welcome it, because it allows the senior employee to mentor younger colleagues and the organization to retain institutional knowledge.

Issues covered:

Length: 8:42

Retirement

Career

Brian Wansink, PhD, behavior economist, food psychologist, John Dyson Professor of Consumer Behavior at Cornell University, Director of the Cornell Food and Brand Lab, author of *“Slim By Design, Mindless Eating Solutions for Everyday Life”*

Dr. Wansink discussed his research at Cornell, which examines how and why we make choices about the food we eat. He said the way a kitchen or other living environment is set up can encourage weight loss naturally. He outlined innovative but inexpensive steps restaurants, grocery stores and school cafeterias can make to encourage healthier dining choices.

Issues covered:

Length: 8:34

Health and Nutrition

Consumer Matters

Cami Walker, author of *"29 Gifts: How a Month of Giving Can Change Your Life"*

At age thirty-five, Ms. Walker was diagnosed with multiple sclerosis. As she battled depression about her illness, she received an uncommon prescription from an African medicine woman: Give to others for 29 days. She shared her story of finding small ways to help others, and how it made a dramatic difference in her own health and happiness.

Issues covered:

Length: 4:24

Charitable Contributions

Volunteerism

Mental Health

Date aired: 3/8/15 Time Aired: 5:00a

Tony Robbins, motivational speaker, author of *"Money, Master the Game: 7 Simple Steps to Financial Freedom"*

Mr. Robbins picked the brains of more than 50 of the world's most successful investors and money managers, and found dramatically different philosophies. He discussed lessons that anyone can use to improve their personal finances. He also talked about his efforts to feed the hungry and his personal reasons for being concerned about poverty and hunger in America.

Issues covered:

Length: 8:23

Personal Finance

Consumer Matters

Andrew Sperling, Director of Federal Advocacy, National Alliance on Mental Illness

Mr. Sperling discussed the cost of mental health treatment, and the options available to make treatment more affordable. He explained how the Affordable Care Act has affected mental health and substance abuse services. He outlined the most common forms of assistance provided to employees by larger employers. He also talked about the most common forms of mental illness.

Issues covered:

Length: 8:42

Mental Health

Substance Abuse

Consumer Matters

Richard Lichenstein MD, Director of Pediatric Emergency Medicine Research at the University of Maryland School of Medicine

Wearing earphones while walking, biking or driving can be much riskier than most people think. Dr. Lichenstein recently conducted a study that found that headphone-related deaths have tripled

in the past several years. He explained who is most likely to become a victim and the reasons that this behavior is so dangerous.

Issues covered:

Length: 4:55

Traffic Safety

Personal Health

Date aired: 3/15/15 Time Aired: 5:00a

Tony Wagner, EdD, First Innovation Education Fellow at the Technology and Entrepreneurship Center at Harvard University, Co-Director of the Change Leadership Group at the Harvard Graduate School of Education, author of *"Creating Innovators: The Making of Young People Who Will Change the World"*

Dr. Wagner said that innovative thinking is today's most essential real-world skill. He believes that for the US to successfully compete in the global economy, America needs to make teaching innovation a top priority in schools, at home and in business. He explained the steps that teachers and parents can take to foster more creative problem-solving in youngsters.

Issues covered:

Length: 9:28

Education

Government Policies

Employment

Raymond Francis, MSc, health expert, author of *"Never Be Sick Again"*

Mr. Francis shared his personal story of facing a life-threatening condition at age 48, and how he overcame it. He believes that nearly every disease or illness can be prevented or reversed. He talked about the common denominator of all diseases and the six potential causes. He also offered suggestions to improve health at any age.

Issues covered:

Length: 7:45

Nutrition and Health

Consumer Matters

Darrell W. Gurney, founder of CareerGuy.com, Certified Personnel Consultant, Certified Job & Career Transition Coach, Certified Career Management Coach, and Licensed Spiritual, author of *"Never Apply for a Job Again: Break the Rules, Cut the Line, Beat the Rest"*

Mr. Gurney talked about the critical importance of networking when searching for a job. He said the latest online tools can help, but they are not as effective as meeting and being known by as many people as possible within an industry. He offered advice to the long-term unemployed.

Issues covered:

Length: 5:03

Employment

Date aired: 3/22/15 Time Aired: 5:00a

Peter A. Sacco, PhD, psychologist who specializes in addictions, author of *"Right Now Enough Is Enough"*

Dr. Sacco discussed the biggest misconceptions about addictions and bad habits. He said pornography and gambling are the least recognized addictions among Americans today. He noted that addicts are frequently able to hide their behavior and lead seemingly normal lives. He also talked about the most effective routes to recovery.

Issues covered:

Length: 8:04

Substance Abuse

Mental Health

Jeff Speck, AICP, City Planner and Architectural Designer who advocates for smart growth and sustainable design, author of *"Walkable City: How Downtown Can Save America, One Step at a Time"*

In the typical American city, the car is still king. Mr. Speck said that downtown areas and local economies can be dramatically improved by becoming pedestrian-friendly. He explained how simple decisions have cascading effects, and how citizens can influence their elected representatives to make wise choices for their communities.

Issues covered:

Length: 9:14

Urban Planning

Government Policies

Economy

John P. Thyfault, PhD, Professor of Nutrition and Exercise Physiology, Director of the Health Activity Center at the University of Missouri

Statins, the most widely prescribed type of cholesterol-lowering drugs, have prevented millions of heart attacks and saved countless lives. But Dr. Thyfault conducted a study that found that statins may also counteract the benefits of exercise, the other tried-and-true way to boost cardiac health. He explained why doctors usually prescribe drugs, rather than recommending exercise or dietary change. He also talked about how much exercise can be effective for people dealing with high cholesterol.

Issues covered:

Length: 5:06

Personal Health

Date aired: 3/29/15 Time Aired: 5:00a

Bill Thornton, PhD, Professor of Psychology, University of Southern Maine

Dr. Thornton led a study that found that the mere presence of a smart phone, even if it is turned off, can make it difficult to perform complex tasks. He explained the likely reasons that a phone

can be so distracting. He offered suggestions for parents who are concerned about phone usage affecting their child's schoolwork.

Issues covered:

Length: 7:27

Mental Health

Consumer Matters

Sharon Fowler, MPH, Adjunct Assistant Professor, University of Texas Health Science Center at San Antonio

Ms. Fowler was the co-author of a study that found that diet soda consumption leads to expanding waistlines. She found that older adults who drank two or more diet sodas a day had waist size increases that were six times greater than those of people who didn't drink diet soda. She discussed the possible physiological reasons and offered suggestions for those trying to control calories.

Issues covered:

Length: 9:43

Personal Health

Senior Citizens

Consumer Matters

Regina Leeds, professional organizer, author of "*The 8-Minute Organizer*"

Nearly everyone can use some help in getting organized. Ms. Leeds talked about the reasons that keeping order in our lives and possessions is so difficult. She offered small, step-by-step suggestions on how determine goals to get organized, and how to create positive routines for the long-term.

Issues covered:

Length: 5:06

Consumer Matters

Mental Health

TODAY'S WORLD 2015 Q1

Program Synopsis

January - March 2015

“Asian American Foundation: Imagine Talks” with Francis Kong

AIR DATE: January 4, 2015

Francis Kong of the Asian America Foundation shares the vision for the upcoming "Imagine Talks" event January 17 at UC Berkeley. The event seeks to empower women and celebrate society with inspiring talks from community leaders.

“Habitat for Humanity: Greater San Francisco” with Philip Kilbridge, CEO

AIR DATE: January 11, 2015

2015 is a milestone year for Habitat for Humanity Greater San Francisco as they celebrate their 25th Anniversary. CEO Philip Kilbridge shares details of current projects underway, the organization's mission and how they are coping with the Bay Area's rapid rise in housing costs.

“linkAges Time Bank” with Dr. Paul Tang from the Druker Center for Health Systems Innovation

AIR DATE: January 18, 2015

The linkAges Time Bank is a new way for people to volunteer their time. Dr. Paul Tang from the Druker Center for Health Systems Innovation talks about they are utilizing the time bank to rebuild communities and reduce social isolation.

“American Heart Association: Go Red for Women” with Sue Cho, Volunteer & Spokesperson for AHA Greater Bay Area

AIR DATE: January 25, 2015

February is a big month for the American Heart Association Bay Area. AHA Volunteer & Spokesperson Sue Cho talks about “Go Red for Women,” The “Strut, Stride & Stroll” event in San Francisco's Financial District and also shares her personal story and what people can do to reduce their risk of heart disease and stroke.

“Warrior Canine Connection” with Laurie Higuera of Warrior Canine Connection

AIR DATE: February 1, 2015

Warrior Canine Connection has only been around since 2011, but has been making a difference for our wounded warriors. Laurie Higuera talks about the power of using therapy dogs to help veterans recover from the emotional wounds of combat. Laurie is a puppy parent and talks about her experience with Luke, who she is raising as a Warrior Canine Companion.

“Eating Disorders” with Dr. Christine Pappas, Clinical Program Manager of Eating Recover Center of California’s Bay Area Outpatient Eating Disorder Program

AIR DATE: February 8, 2015

Eating disorders are not just for teenage girls. Dr. Christine Pappas, Clinical Program Manager of Eating Recovery Center of California’s Bay Area Outpatient Eating Disorder Program joins us to talk about the contributing factors, warning signs, and how to get help for someone struggling with an eating disorder. We also discuss food obsessions and the latest eating disorder “orthorexia”.

“Chinese New Year Festival & Parade” with Peggy Kennedy, Marketing Director for the Southwest Airlines Chinese New Year Festival and Parade & Andy Chu, Associate Executive Director of the Chinatown YMCA

AIR DATE: February 15, 2015

San Francisco’s Chinese New Year Festival and Parade is the largest celebration of its kind in the world, attracting over three million spectators and television viewers around the world. Peggy Kennedy and Andu Chu discuss this year’s parade, festival celebration and the importance of the festival to Chinatown and the Bay Area.

“Lyme Disease” with Mara Williams, Author, Nurse Practitioner and Lyme Disease patient advocate & Ali Mitrovitch, 17-year-old Bay Area resident with Lyme Disease.

AIR DATE: February 22, 2015

Most of us know Lyme Disease is associated with ticks, but we may not know much more. Acute infections of less than a year are relatively easy to treat. The ‘bull’s eye rash’ characteristic of Lyme is only present in about 35-65% of those infected. Chronic Lyme is often missed. Author, Nurse and leading Lyme Disease patient advocate Mara Williams talks about the disease and efforts to create a treatment facility specifically for patients in the Bay Area. 17-year-old Ali Mitrovitch also joins us to discuss her long 3-year journey with the illness.

“Bay Area Proud” featuring journalist and NBC Bay Area reporter Garvin Thomas.

AIR DATE: March 1, 2015

Garvin joined the show to discuss the most recent stories of Bay Area residents who deserved some recognition for their acts of generosity and kindness. We talked about some of the locals who made it on to the newscast's weekly segment and their contributions to society.

"Elder Wisdom Circle" with Founder Doug Meckelson

AIR DATE: March 8, 2015

Elder Wisdom Circle is one of the most popular sources of free online advice in the country. Founder and President Doug Meckleson talks about how the site connects generations allowing older people to share their experience and wisdom with younger people who submit their questions anonymously.

"CAAMFest" with Festival Director Masashi Niwano and Recording Artist Suboi

AIR DATE: March 15, 2015

CAAMFest is an 11 day celebration of film, music, food and digital media in the Bay Area. Festival Director Masashi Niwano talks about this year's lineup and featured films. International Recording Artist Suboi also joins us to discuss her first ever US appearance which happens at this year's festival.

"Youth Issues" with San Francisco Youth Commission

AIR DATE: March 22, 2015

The San Francisco Youth Commission has been in the news regarding an effort to Expand Voting Rights to 16-17 year olds in the City and County of San Francisco. Commission members Michel Li, Joyce Wu, Precious Listana, and Sophie Edelhart discuss the proposal as well as other issues important to young people in San Francisco.

"Health & Fitness for Moms" with "Fit Mom" Maria Kang

AIR DATE: March 29, 2015

Bay Area Native Maria Kang is on a mission to help busy Moms claim time for their health and fitness. She's the author of "The No More Excuses Diet" book and shares strategies busy moms can include in their day, including utilizing the "Power of Three's" to make positive life changes.

LISTEN UP BAY AREA Q1 2015

Program Synopsis

January - March 2015

“Art Hero’s” Featuring Kevin McMahon

AIR DATE: January 4th, 2015

Art Heroes is a creative collective that provides free high quality design work to non-profits.

“Writer/Coach Connection” Featuring Robert Menzimer

AIR DATE: January 11, 2015

Robert speaks about their goals for improving students writing and critical thinking.

“Support For Families of Children with Disabilities” Featuring Juno Duenas

AIR DATE: January 18, 2015

Juno joins the show to talk about her work making sure that families with special needs have the support and information they need to make sure their child reaches their potential.

“City Youth Now” Featuring, Ananda Joy Hart.

AIR DATE: January 25, 2015

Ananda speaks about how she has programs and services for youths who are supervised by the court system.

“RotaCare Bay Area” Featuring, John Thomas.

AIR DATE: February 1, 2015

Goal of RotaCare is to serve the poor who don't have access to health care.

“Dogs for Diabetics” Featuring, Mark Ruefenacht

AIR DATE: February 8, 2015

A discussion of how dogs help people with diabetes.

“One Child” Featuring, Cynthia Dutra-Brice

AIR DATE: February 15, 2015

Their mission is to promote self-esteem in underprivileged children.

“Main Coon Adoptions” Featuring, Elaine Lyford-Nojima

AIR DATE: February 22, 2015

Elaine speaks about her work rescuing cats from the wild and kill-shelters.

“Pets In Need” Featuring, Al Mollica

AIR DATE: March 1, 2015

Pets In Need is Northern California’s first no-kill animal shelter. Their mission is to rescue dogs and cats throughout the Bay Area and find them homes.

“National Nutrition Month” Featuring, Kim Kulp

AIR DATE: March 8, 2015

Kim joins Jack to speak about National Nutrition Month. She is a Registered Clinical Dietitian and has wealth of knowledge on this subject.

“Loaves and Fishes” Featuring AnnMarie Zimmermann

AIR DATE: March 15, 2015

Loaves and Fishes serve over 19,000 meals a month to the homeless people in the Bay Area. All of the meals are hot and nutritious.

“Teen Force” Featuring CEO John Hogan

AIR DATE: March 22, 2015

Teen Force is a social enterprise, focusing on helping disadvantaged teens and young adults gain careers.

“SF Child Abuse Prevention” Featuring Executive Director Katie Albright

AIR DATE: March 29, 2015

Katie joins the show to talk about the different kinds of child abuse and how SF Child Abuse Prevention is fighting to prevent it.

COMMON WEALTH CLUB 2015 Q1

Program Synopsis

January - March 2015

“An Evening” with Kathleen Turner

AIR DATE: January 11, 2015

Kathleen Turner has garnered critical acclaim for her performances in films like *Romancing the Stone*, *Peggy Sue Got Married* and *War of the Roses*. On Broadway, Turner starred in *Cat on a Hot Tin Roof*, for which she received a Tony nomination. She now appears at The Berkeley Rep, portraying legendary journalist Molly Ivins in *Red Hot Patriot: The Kick-Ass Wit of Molly Ivins*. Meet the real Kathleen Turner and hear the stories, causes and lessons that have shaped this iconic performer.

“Answering the Call for Leadership” with Andrew Young

AIR DATE: January 18, 2015

To Andrew Young, the images of young protesters in Ferguson, Missouri, facing off against police officers look awfully familiar. Fifty years ago, as a key confidant and strategist to Dr. Martin Luther King, Jr., Young was on the front lines of the civil rights movement, when people from around the country answered Dr. King’s call. But he says there’s a big difference: young people who were galvanized by violence against peaceful civil rights marchers were ushered into a movement whose leaders had clear objectives and were grounded in a deeply thought-out philosophy of non-violent struggle. Andrew Young knows that for many of the youth marching in Ferguson, the civil rights struggles are practically ancient history. But he believes it is a history well worth revisiting, because it demonstrates the very real potential of strategic civic participation. Young — who served as a mayor, member of Congress, and U.S. ambassador — now heads a foundation that is focused on the development of emergent leaders and social entrepreneurs. He says it is not enough for people of his generation to preach the responsibilities of citizenship. “We must make connections between generations of individuals who are committed to action, sharing hard-won knowledge and equally hard-won hope that action can result in change.”

Featuring Tavis Smiley

AIR DATE: January 25, 2015

Tavis Smiley, TV Host, Public Broadcasting Service; Radio Host, Public Radio International; Author, *Death of a King: The Real Story of Dr. Martin Luther King Jr's Final Year*
Judge LaDoris H. Cordell (ret), Independent Police Auditor, City of San Jose - Moderator

Dr. Martin Luther King Jr. died in one of the most shocking assassinations in U.S. history, but little is remembered about the trials and tribulations he faced in his final year. Award-winning television and radio broadcast host Smiley (and new *Dancing with the Stars* contestant) chronicles the final 365 days of Dr. King's life. Despite assaults on his character and ideology, Dr. King remained committed to ending racial inequality and segregation in our country. Hear more about his story of leadership and perseverance.

"An Evening" with Jared Diamond

AIR DATE: February 1, 2015

Jared Diamond, Professor, UCLA; Author, *Guns, Germs and Steel*, *Collapse* and *The World Until Yesterday*

In conversation with Kishore Hari, Director, Bay Area Science Festival

Jared Diamond is a scientist known for drawing from a variety of fields, from anthropology to evolutionary biology. He has published several popular science books, including Pulitzer Prize-winning *Guns, Germs and Steel* and, most recently, *The World Until Yesterday*. Diamond's conclusions are critical and provocative, exploring concepts like how humans evolved to be so different from animals, despite sharing over 98 percent of our DNA with chimpanzees, and why Eurasian peoples conquered Native Americans and Africans instead of vice versa. Diamond yet again challenges the way our brains think in *The World Until Yesterday* as he chronicles tribal peoples and what they can teach us about the shortcomings of modern society. Join us for a night of intellectual stimulation with one of the world's most celebrated polymaths.

**Steve Forbes and Alan Auerbach: Bank of America/Merrill Lynch Walter E. Hoadley
Annual Economic Forecast –**

AIR DATE: February 8, 2015

Steve Forbes, Chairman and Editor-in-Chief, Forbes Media; Former Republican Presidential Candidate

Alan Auerbach, Professor of Economics and Law and Center for Tax Policy and Public Finance Director, University of California, Berkeley; Former Deputy Chief of Staff, U.S. Joint Committee

With the midterm elections over and with more domestic gridlock and external dangers such as terrorism and Ebola looming large, will the economy continue to improve? Don't miss this lively discussion with two top economic analysts from different sides of the aisle who will forecast where the U.S. and global economies are headed in 2015, as well as what should be done to keep them on track.

Featuring Steven Brill

AIR DATE: February 15, 2015

Steven Brill, Journalist; Author, *America's Bitter Pill: Money, Politics, Back-Room Deals, and the Fight to Fix Our Broken Healthcare System*; Twitter@StevenBrill

Brill was the author of Time's March 4, 2013 special report, "Bitter Pill: Why Medical Bills Are Killing Us," for which he won the 2014 National Magazine Award for Public Service. His new book is the fly-on-the-wall story of the fight to pass and implement the Affordable Care Act, or Obamacare. He goes in-depth to explore what he sees as the profiteering of the healthcare industry, America's largest industry — larger than the entire economy of France.

Brill also teaches journalism at Yale, where he founded the Yale Journalism Initiative to encourage and enable talented young people to become journalists. He has written for The New Yorker, Time, and The New York Times Magazine.

Cornel West: "A Tribute to Martin Luther King, Jr."

AIR DATE: February 22, 2015

Cornel West, Ph.D.; Professor, Union Theological Seminary; Author, *Black Prophetic Fire* In conversation with Van Jones, President and Founder, Dream Corps Unlimited.

Praised by The New York Times for his "ferocious moral vision" and hailed by Newsweek as "an elegant prophet with attitude," Dr. Cornel West bridges the gap between black and white opinion about the country's problems. As a leading voice in societal commentary, Dr. West marched in civil rights demonstrations, taught at Yale, Harvard, and Princeton and is currently a professor at Union Theological Seminary. He draws from traditions of Christianity, the black church, Marxism, and neopragmatism. Hear his fiery oration on the past, present and future of race and

injustice in the United States in conjunction with the release of his latest book, *The Radical King*. Join us to celebrate January 15 as Dr. Martin Luther King's 86th birthday.

Featuring, Charles Blow

AIR DATE: March 1, 2015

Charles Blow, Visual Op-Ed Columnist, *The New York Times*; Author, *Fire Shut Up in My Bones*; Twitter @CharlesMBlow

Ian F. Haney-López, Professor, UC Berkeley Boalt School of Law; Author, *Dog Whistle Politics: How Coded Racial Appeals Have Reinvented Racism and Wrecked the Middle Class* - Moderator

Charles Blow's columns deal head-on with the searing issues of social justice, race relations and the pitfalls of politics. As the only African-American columnist on the *New York Times* Opinion Pages, he writes pieces about American culture that provide powerful insight to the daily headlines. Blow will talk about those issues and his new memoir, *Fire Shut Up in My Bones*, which details the compelling poetry of the small Louisiana town where he grew up – a place where slavery's legacy feels astonishingly close

Featuring, Julian Castro

AIR DATE: March 8, 2015

Julián Castro, Secretary, U.S. Department of Housing and Urban Development (HUD)

Buildings are the big kahuna when it comes to fighting climate change. Forty percent of carbon emissions in the United States comes from buildings and the electricity that goes into them. Energy and water-wise buildings are now trendy in many downtown office towers, driven mainly by market forces.

HUD Secretary Castro wants to take energy efficiency and new financing models to multifamily developments and federal housing communities. Secretary Castro will also talk about HUD's efforts to help create greener communities and fight climate change.

Caulking windows and weatherizing doors isn't sexy, but they are one of the simplest and most effective ways to cut power bills and clean up communities. Energy upgrades also create jobs that can't be sent offshore.

Join a conversation about green buildings, climate change, resilience and more with a political rising star.

Featuring, Lisa Jackson and Rajendra Pachauri

AIR DATE: March 15, 2015

Rajendra Pachauri, Ph.D., Chair, Intergovernmental Panel on Climate Change

Lisa Jackson, Vice President, Environmental Initiatives, Apple; Former Administrator, EPA

Can Apple help make clean energy cool? As a beloved brand and the most valuable company on the planet, it is uniquely positioned to influence global culture and individual behavior. What are Apple and its Silicon Valley brethren doing to drive toward a clean and sustainable economy?

Scientists say governments and businesses are not moving fast enough to stabilize the climate — everyone needs to do more, but change doesn't have to be painful. The costs of business as usual are far greater than the costs of climate action. What does the latest science say about the dangers and opportunities ahead? What are the causes for hope on the road to the climate summit in Paris later this year?

Buzzfeed CEO Jonah Peretti, Founder & CEO of BuzzFeed
In conversation with Chris Dixon, Investor

AIR DATE: March 22, 2015

The site is said to be the fastest-growing on the internet, with more than 150 million people a month viewing viral hits such as “50 puppies to help you get through work today” and “The 45 Most Powerful Images of 2011.”

Learn why Jonah Peretti once said of BuzzFeed, “We’re all teenage girls a little bit.”

Don't know what regression analysis is, or the importance of a click-through? Well, you should. Find out from the pros.

Answer the age-old question: Can investigative journalism and memes coexist?

Hear the secret sauce on the theory of virality and ask yourself, is it evil for media to let human data crunching dictates content strategy?

Trying to learn how to raise money? BuzzFeed is valued at \$850 million – LOL win omg cute.

Get the Inside Scoop on 3 Things BuzzFeed Will Do Next.... Did this list just get meta?

Democracy in the Digital Age: Perspectives of Members from Parliament

AIR DATE: March 29, 2015

Youth and women members of parliament from around the world will discuss how they are harnessing opportunities presented by social media and mobile technologies to strengthen engagement between citizens and their elected representatives. How are women and young politicians using technology to promote deliberation and compromise and more inclusive political leadership, rather than political polarization? What opportunities and challenges does the rapid pace of technological change pose for democratic governance in different countries around the world? The panel discussion is part of an exchange program supported by the U.S. State Department and the U.S. Agency for Development on Leadership in the Digital Economy. The program brings bring together members of parliaments – mostly women and young MPs – from around the world to Washington D.C. and the Bay Area.